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Visit 437 company stands at the sell-out *Australian Auto Aftermarket Expo*

The 2017 *Australian Auto Aftermarket Expo* is sold out to Australian and international exhibitors keen to display their latest vehicle repair and servicing equipment, replacement parts, tools and accessories.

To be held at the Melbourne Exhibition Centre from 6 to 8 April, the *Australian Auto Aftermarket Expo* is co-located with the *Collision Repair Expo* providing trade and industry visitors with five acres of state of the art automotive technology from 437 market leading companies.

Organised by the Australian Automotive Aftermarket Association (AAAA) with the help of a committee comprising senior industry executives, the theme for this Expo is "*Build a Better Auto Business*".

AAAA Executive Director Stuart Charity said this theme was selected to reflect unprecedented change rolling rapidly across Australia's vehicle repair and service sector.

"This Expo is the largest of its type in the region and, at the Australian industry's request, it is held every two years. This means products and services you see and experience at Expo are the latest available from around the world," said Stuart Charity.

"By investing time in a visit to this Expo you and your team can learn how to *Build a Better Auto Business* by updating your product knowledge, learning how to manage the challenges of our rapidly changing industry and by sharing ideas through a range of networking opportunities.

Experience live and virtual reality demonstrations

A special highlight at the 2017 Expo will be the *Brian Tanti Working Workshop* featuring internationally respected restorer, coachbuilder and Fox Car Collection Curator Brian Tanti in live demonstrations of some of his current projects.

Brian Tanti will demonstrate traditional skills associated with restoration and coach building disciplines, many of which pre-date the motor car. He will also showcase new technologies such as 3D printing, scanning aids and specialist disciplines as they apply to restoration and panel fabrication.

Brian Tanti is a leading voice in the automotive industry, his original automotive design work has been exhibited in art galleries and museums, his car restorations have won major awards. He was also a co-presenter of the Discovery Channel TV series *Car Chronicles*. View a Brian Tanti Workshop teaser video at https://youtu.be/vqxY5a_bpNM.

ZF Services Australia is inviting Expo visitors to their stand to experience an unforgettable virtual reality ride where motion and mobility is demonstrated in a 360 degree vision. Titled *Attraction – A virtual reality experience by ZF*, visitors will see and learn about ZF automotive expertise across a range of product applications. View the teaser video for the ZF virtual reality experience at <https://youtu.be/uHp5Mwy8D2E>.

Networking opportunities share ideas

To kick off the Expo on the morning of Thursday 6th April, the industry will recognise the innovative skills in the aftermarket with the *Australian Auto Aftermarket Innovation Awards Breakfast* sponsored by GUD Automotive. Master of Ceremonies for the Breakfast will be former athlete and sports broadcaster Tiffany Cherry.

On Thursday evening the commitment of aftermarket industry leaders is celebrated with the *Australian Auto Aftermarket Excellence Awards Banquet* sponsored by Burson Auto Parts. Stage and television star Gorgi Coghlan will be master of ceremonies for the Banquet and comedian Dave Callan will bring a light hearted close to the evening. Well over 1,000 industry leaders will attend these combined events presenting an unrivalled networking opportunity.

Stuart Charity said there are also other industry associations offering great co-located business networking and learning events.

“With each Expo held, we enjoy increasing involvement from local and international automotive Associations and organisations. The Expo has become the regional hub for the automotive service and repair sector to get together,” he said.

Visitors wanting a relaxing break and refreshments while touring the exhibits will enjoy the Gates Australia sponsored free networking Happy Hour from 6.00 pm to 7.00 pm on Friday 7 April.

The Australian Automotive Service Dealer Network (AASDN) will host a meeting on Saturday 8 April at 10.30 am to explain the membership benefits this network offers workshop operators. AASDN is a national group of businesses that came together to help each other in this challenging and fast developing industry.

AASDN provides members with business and technical training, access to discounts on insurance, tools and parts and tackles problem solving. The group is supported by quality sponsors to assist with its work.

The Automotive Repairers Council of Australia, the recently launched AAAA group representing automotive repair and service businesses, will have a working lunch on Saturday 8 April at 12.30 pm to inform new and prospective members about the future plans and activities of this group.

Seminars present practical business tips

Stuart Charity said the *Build a Better Auto Business* theme is reinforced at this Expo with a comprehensive two day free seminar program designed to deliver proven ideas and techniques that you can actually implement into your business the following week.

“The industry is changing at an unprecedented pace. By selecting seminar topics from the program to suit your needs, you will learn how to position your business to respond to today’s challenges and take advantage of the trends and opportunities that lie ahead.

“We anticipate that the topic *Embrace the Fault Finding Evolution* will be among the most popular seminars. AutoLogic’s Matt Douglas will improve your understanding of correct diagnostic procedures and Garrett’s Rob Stafford will cover the typical turbo faults, which are often misdiagnosed.

“This seminar will be professionally facilitated by industry expert of 30 + years, Colin Bockman and the insights provided by the expert panellists and facilitator will enable you to better plan for, and adapt to, the rapid advancements in vehicle electronics. The session will reveal how to identify key indicators and how to quickly diagnose a vehicle fault through correct interrogation of the fault report.

“There are now far better ways to identify codes and re-programming processes. The key is to know where to look and in what order. To be held Friday 7 April at 3.15 pm, this session will cover typical scenarios as well as the specifics of turbo vehicles that now represent a growing percentage of the market,” said Stuart Charity.

Registration is important

Attending the Expo is free to everyone working in the automotive industry and to save time standing in queues, we recommend you register in advance at <https://secure.tradeevent.com.au/autoaftermarket2017/> .

Presented by top industry experts, the seminars are also free and very popular, so advance registration is necessary to ensure your place. You can register at <http://www.aftermarketexpo.com.au/visiting/seminar/> .

Photo caption TiffanyCherry.jpg: *Master of Ceremonies for the Australian Auto Aftermarket Innovation Awards Breakfast will be former athlete and sports broadcaster Tiffany Cherry.*

Photo caption GorgiCoghlan.jpg: *Stage and television star Gorgi Coghlan will be master of ceremonies for the Australian Auto Aftermarket Excellence Awards Banquet.*

Photo caption BrianTanti.jpg: *Internationally respected restorer, coachbuilder and Fox Car Collection Curator Brian Tanti will present live demonstrations of some of his current projects at the Working Workshop at the Expo.*

About the Australian Auto Aftermarket Expo:

Hosted every two years by the Australian Automotive Aftermarket Association (AAAA), the next Expo is being held at the Melbourne Exhibition Centre from Thursday 6 April to Saturday 8 April, 2017. It will be the nation's most comprehensive exhibition of vehicle repair and servicing equipment, replacement parts, tools and accessories. This is a trade only show run by the industry for the industry. An Expo highlight is the education and information program featuring industry experts to update businesses on the latest technologies and new trends in workshop management. More than 400 top Australian and international brands will be displayed across five acres at the *Auto Aftermarket Expo* and the adjacent *Collision Repair Expo*. Visit: <http://www.aftermarketexpo.com.au/>

About the Australian Automotive Aftermarket Association Limited (AAAA):

The AAAA is the national industry association representing manufacturers, distributors, wholesalers, importers and retailers of automotive parts and accessories, tools and equipment, and providers of mechanical repair and modification services in Australia. The Association represents 2,250 member companies in all categories of the Australian automotive aftermarket and includes major national and multi-national corporations as well as a large number of independent small and medium size businesses. Member companies are located in metropolitan, regional and rural Australia. The parts and maintenance sector of the \$108 billion Australian automotive industry represents about \$11 billion. AAAA member companies employ more than 40,000 people and export over \$1 billion worth of product a year. Visit <http://www.aaaa.com.au/>

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